

public relations | marketing | advertising
communicating your message to the world

COPY: **TO BE SUBMITTED**

	W/O & FREQUENCY			# of SPOTS	RATE	GROSS TOTAL
	10/19	10/22 & 10/29	11/5-6			
M-F:Daybreak @ 5a	1	3	2	9	\$175	\$1,575
M-F:Daybreak @ 6a	1	3	2	9	\$300	\$2,700
M-F:CBS This Morning 7a-9a	2	5	4	16	\$150	\$2,400
M-F:Live @ 9a	1	3	2	9	\$250	\$2,250
M-F: News @ Noon	1	3	2	9	\$350	\$3,150
M-F: Inside Edition/Jeopardy 3p-4p	1	3	2	9	\$250	\$2,250
M-F: First News @ 4p	1	3	2	9	\$250	\$2,250
M-F: News @ 5p	1	3	2	9	\$500	\$4,500
M-F: News @ 6p	1	2	2	7	\$600	\$4,200
M-F:News @ 10p	1	3	1 (11/5 only)	8	\$700	\$5,600
Sa: Daybreak 6a-9a	1	2		5	\$225	\$1,125
Sa: News @ 6p(after SEC Ftbl)	1	1		3	\$400	\$1,200
Sa: News @ 10p	1	1		3	\$600	\$1,800
Su: Daybreak 6a-8a	1	2		5	\$225	\$1,125
Su: News @ 5p (w/o 10/22 only)		1		1	\$350	\$350
Su:News @ 10p	1	1		3	\$500	\$1,500
	16x	77x	21x			
(114) :30 spots ... \$37,975 gross/ \$32,278.75 net						

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <i>WREG-TV 3</i> Memphis, TN </div>	Date: <div style="margin-top: 10px;">10/5/12</div>
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I, Deidre Malone, on behalf of The Carter Malone Group for Stand For Children
do hereby request station time concerning the following issue:

The November 6, 2012 Shelby County Sales Tax Referendum

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	<i>See Insertion Order</i> <i>10/19 - 11/6-12</i>				

Total Charges: *\$37,975 gross*

This broadcast time will be used by: STAND FOR CHILDREN

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

STAND FOR CHILDREN

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least by 12n the day before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

10/5/12 x [Signature] [Name] 901.278.0881
 Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

 Signature Printed Name Title